



CHALLENGE 2
EARLY CHILDHOOD
DEVELOPMENT

YOUR NAME:

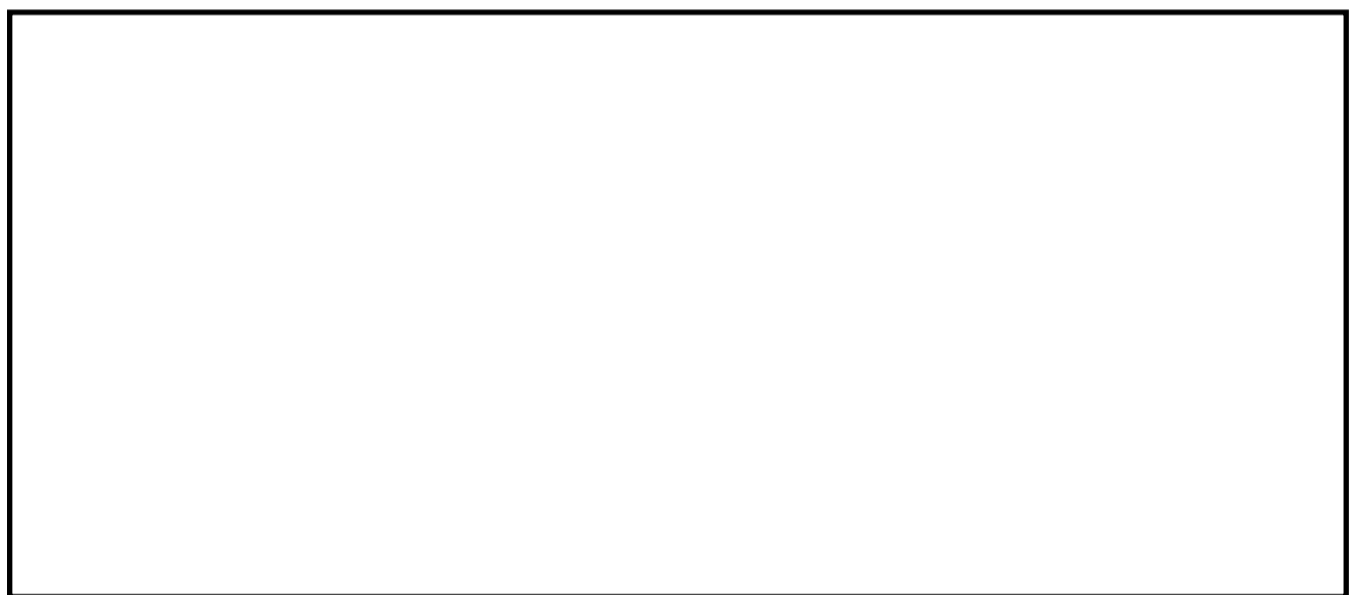
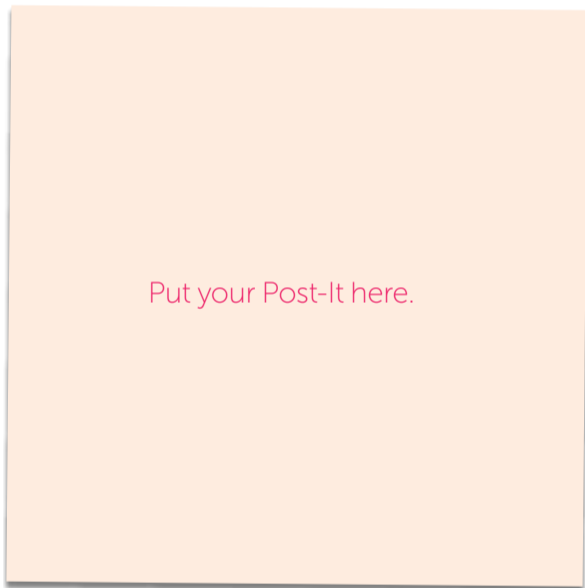
YOUR EMAIL ADDRESS:

MAKING YOUR IDEA REAL

The last stage of the human-centered design process is about making our solutions tangible as quickly and as efficiently as possible. While we won't have time during today to unleash the full potential of rapid prototyping, we will select a few ideas from each brainstorming group and flesh out our idea to add it to the live challenge.

DIRECTIONS

1. Work individually or in groups of two people. Choose ONE idea from the brainstorm that you are most excited about. Remove the Post-It note from the wall and place it in the box below.



GIVE US THE HEADLINES

2. Now give your idea a title.

GET VISUAL

3. Draw your idea in the box above. As a human-centered designer, it's enormously important to make our ideas visual. Making something visual will help you better imagine the possibilities and the pitfalls of your solution, as well as explain it more easily to others. Don't worry at all if your drawing isn't perfect.

SUMMARY

4. Describe your idea in one sentence.

e.g. Our idea is a _____ [campaign/service/app/program/toolkit/social enterprise/etc.] that tackles the problem of _____ [the issue being addressed] by _____ [what your idea looks like in practice].

THINK OF THE USER

5. Who will benefit from this idea and where are they located?

FIRST STEP FORWARD

6. How could you test this idea in a quick and low-cost way?

MAKING IT REAL

7. What kind of help would you need to make your idea real?
